



Positive Ticketing Contest Guide

Parachute is excited to hold our 10th annual NTDSW from October 16 to 22, 2022. This year's theme will focus on the critical issue of distracted driving. Our additional messaging will focus on drug-impaired and alcohol-impaired driving, speeding, aggressive driving and rail safety. We encourage teens, parents and community partners to join the conversation on social media, using the hashtags #DrivingTakes100 and #NTDSW2022.

We also encourage you to plan an event in partnership with youth at your local school or community hub. The best way to implement youth-targeted programs is through youth engagement. Facilitate youth empowerment by having youth involved in road safety decision-making and planning in your community.

Positive Ticketing Contest

One popular event for NTDSW is the Positive Ticketing Contest. This community-based activity promotes, encourages and rewards positive driving habits among teen drivers. This is a great opportunity to share important teen driver safety messages around distracted, impaired and aggressive driving.

1. Plan ahead

- Select a venue (high school, college, community centre) and secure appropriate approvals from venue
- Find partners (local police, teachers, community groups) and volunteers to help with the event on the day of.
- Order your positive tickets by contacting David Wilson at dwilson@parachute.ca
- Pick a day and location (i.e., morning arrival/ drop off)

2. Promote your event

- Work with local police and/or other partners to share information about the event.
- Call or email local media to publicize your event in advance or to cover it on the day of the event itself. Some media have event listings they publish online, and you can submit your event details through an online form.

3. The day of...

- Ask drivers who are demonstrating good driving behaviour to pull over in a safe place or park their car in a designated area.
- Explain NTDSW and provide a positive ticket to the driver and explain that the ticket can be used in a draw for a chance to win one of three \$500 gift cards.
- Ask participants to share their positive ticket experience on social media and using the hashtags #DrivingTakes100 and #NTDSW2022.
- Set up a location in the school or venue lobby where ticket holders can enter the draw.

4. Wrap up

- Send Parachute the ticket stubs by Nov. 1, 2022, for the draw for a chance to win one of three \$500 gift cards. Mail the stubs to: **David Wilson, Parachute, 150 Eglinton Ave. East Suite 300, Toronto ON M4P 1E8.**
- Share photos of the blitz on social media using the hashtags #DrivingTakes100 and #NTDSW2022. Parachute is on Instagram, TikTok, Twitter and Facebook – tag us @parachutecanada

Have your voices heard

Use these materials to get local governments to officially recognize National Teen Driver Safety Week and lend their support to NTDSW via social and traditional media between Oct 16 to 22.

- [NTDSW general proclamation template](#)
- [NTDSW proclamation request template](#)

Please visit parachute.ca/ntdsw or email info@parachute.ca for more information on how you can participate in NTDSW 2022 campaign.